

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST 1979

	EVENING 7:00-11:00 PM												
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	15.0 7	15.8 11	17.6 23	IFR	IFR	14.3 6	17.7 21	14.8 30	13.5 27	15.8 33	15.0 60	12.3 13	14.6 73

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	6.9 5	10.3 3	6.4 12	7.5 13	5.3 11	7.2 3	5.7 16	7.6 12	6.8 28	4.7 37	6.2 6	5.4 11	5.9 17

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 26, 1979

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	THREE'S COMPANY	24.9	18,550	10	ALICE	21.0	15,650
2	WKRP IN CINCINNATI	24.0	17,880	11	ABC SATURDAY NIGHT MOVIE(S)	20.4	15,200
3	M*A*S*H	23.4	17,430	12	HAPPY DAYS	20.1	14,970
4	TAXI	22.5	16,760	13	ABC SUNDAY NIGHT MOVIE	19.8	14,750
5	CHARLIE'S ANGELS	22.1	16,460	14	JEFFERSONS	19.7	14,680
5	DETECTIVE SCHOOL#	22.1	16,460	15	BARNEY MILLER	18.8	14,010
7	HAPPY DAYS SPECIAL(S)	21.4	15,940	16	CARTER COUNTRY	18.6	13,860
8	LOU GRANT	21.3	15,870	17	60 MINUTES	18.5	13,780
9	VEGA\$	21.2	15,790				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1979 REPORT

PROGRAM AUDIENCE ESTIMATES (AET/HAET/LS)																																						
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE	HOUSEHOLD AUDIENCES																					
									K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)					K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																		
WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2					WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2					WK #	DAY	START TIME	DUR	NET TYPE	WK 1	WK 2	WK 1	WK 2				
•EVENING																																						
ABC FRIDAY NIGHT MOVIE					34	190		98		A	13.4	26	998	CAROL BURNETT & COMPANY					2	182	187	93	98	A	14.1	31	1050											
1 FRI. 9.00P 107 ABC FF										B	16.6	30	1237	SAT. 8.00P 60 ABC CV										B	14.1	31	1050											
ABC MONDAY NIGHT BASEBALL					10	196	197	98	99	A	12.1	22	901	CARTER COUNTRY					17	189	187	98	97	A	18.6	32	1386											
1 MON. 8.00P 199 ABC SE										B	12.7	24	946	THU. 9.30P 30 ABC CS										B	18.4	32	1371											
2 MON. 8.00P 145										A	3.7	8	276	CBS EVENING NEWS-CRONKITE					219	193	193	99	99	A	11.7	28	872											
ABC NEWS CLOSEUP(S)						185		98						M-F 6.30P 30 CBS N										B	13.8	28	1028											
1 SUN. 7.00P 60 ABC DN														CBS EVENING NEWS-DEAN					30	161	161	86	86	A	7.9	20	589											
ABC NEWSBRIEF-M-F					227	186	179	95	92	A	16.3	29	1214	SUN. 6.30P 30 CBS N										B	8.6	19	641											
TU-TH 9.58P 1 ABC N										B	18.3	30	1363	CBS SAT. NEWS-SCHIEFFER					43	150	151	89	88	A	8.2	22	611											
FRI. 8.58P 1														SAT. 6.30P 30 CBS N										B	9.8	22	730											
2 MON. 10.28P 1						182		191		A	14.7	30	1095	CBS SATURDAY NIGHT MOVIE					32	174	181	92	97	A	13.2	26	983											
ABC NEWSBRIEF-SAT.					47					B	19.0	35	1416	1 SAT. 8.30P 143 CBS FF										B	14.5	27	1080											
SAT. 8.58P 1 ABC N														2 SAT. 9.00P 120										A	11.8	22	879											
ABC NEWSBRIEF-SUN.					47	188	186	97	97	A	15.2	28	1132	CBS TUESDAY NIGHT MOVIES					38	175	173	95	96	B	15.7	26	1170											
SUN. 8.58P 1 ABC N										B	16.8	27	1252	1 TUE. 9.00P 114 CBS FF																								
ABC SATURDAY NIGHT MOVIE(S)						182		98		A	20.4	39	1520	2 TUE. 8.00P 150																								
2 SAT. 9.00P 120 ABC FF														CHARLIE'S ANGELS					40	196	197	98	98	A	22.1	40	1646											
ABC SUNDAY NIGHT MOVIE					39	195	194	99	99	A	19.8	34	1475	WED. 9.00P 60 ABC PD										B	23.0	37	1714											
SUN. 9.00P 120 ABC FF										B	21.4	35	1594	CHIPS					41		182		89	A	12.9	29	961											
ABC WORLD NEWS TONIGHT					220	200	199	99	99	A	9.3	22	693	2 SAT. 8.00P 60 NBC OP										B	18.2	35	1356											

M-F	6.30P	30	ABC N						B	10.5	21	782	DALLAS		24	186	181	98	91	A	16.1	31	1199
ABC WRLD NEWS TONIGHT-SUN				26	147	143	82	81	A	5.6	15	417	1 FRI.	10.00P	60	CBS GD				B	18.3	34	1363
SUN.	6.30P	30	ABC N						B	7.0	17	522	2 FRI.	9.00P	114					A	9.9	18	738
ALICE				19	193	192	99	99	A	21.0	35	1565	DEADLIEST SEASON(S)				180		97				
1 SUN.	9.00P	30	CBS CS						B	21.0	36	1565	2 WED.	9.00P	120	CBS FF							
2 SUN.	9.00P	60											DETECTIVE SCHOOL		3	201		98		A	22.1	41	1646
ALL IN THE FAMILY				35	193	194	99	97	A	14.7	30	1095	1 TUE.	8.30P	30	ABC CS				B	20.1	41	1497
SUN.	8.00P	30	CBS CS						B	22.4	38	1669	DIFFERENT STROKES		39	200	197	98	97	A	14.9	33	1110
ANGIE				20	198	196	98	98	A	17.7	35	1319	1 FRI.	8.00P	60	NBC CS				B	17.7	34	1319
THU.	8.30P	30	ABC CS						B	22.3	40	1661	2 FRI.	8.00P	30								
B.J. AND THE BEAR				20	196		96		A	14.3	30	1065	DOROTHY		3	167	173	90	91	A	8.4	17	626
1 SAT.	8.00P	90	NBC A						B	15.2	29	1132	WED.	8.00P	30	CBS CS				B	9.0	19	671
BAD NEWS BEARS				19	163	172	95	91	A	10.1	23	752	DR. SEUSS-CAT IN THE HAT(S)				191		99	A	17.0	30	1267
SAT.	8.00P	30	CBS CS						B	12.5	28	931	2 MON.	8.30P	30	CBS EA							
BAD NEWS BEARS(B)						179		98	A	16.4	32	1222	DUKES OF HAZZARD		23	186		98		A	16.1	32	1199
2 MON.	8.00P	30	CBS CS						A	16.9	31	1259	1 FRI.	9.00P	60	CBS CS				B	19.4	35	1445
BARNABY JONES				38	188	182	98	98	A	19.5	35	1453	EDDIE CAPRA MYSTERIES		9	188	185	95	95	A	14.1	27	1050
1 THU.	10.00P	60	CBS PD						B				1 FRI.	9.00P	120	NBC SM				B	13.6	27	1013
2 THU.	9.00P	120											2 FRI.	10.00P	60								
BARNEY MILLER				42	191	192	98	98	A	18.8	34	1401	EIGHT IS ENOUGH		43	198	199	99	99	A	17.4	35	1296
THU.	9.00P	30	ABC CS						B	21.1	35	1572	WED.	8.00P	60	ABC CS				B	21.9	37	1632
BIG EVENT-TUE.				39	195	196	96	96	A	13.6	25	1013	FACTS OF LIFE		1		190		95	A	15.0	31	1118
TUE.	9.00P	120	NBC FV						B	15.3	25	1140	2 FRI.	8.30P	30	NBC CS				B	15.0	31	1118
BIG EVENT				33	205	204	99	98	A	14.0	25	1043	FANTASY ISLAND		2	185	186	95	97	A	10.4	23	775
SUN.	8.00P	120	NBC FV						B	16.7	28	1244	FRI.	8.00P	60	ABC A				B	10.4	23	775

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1979 REPORT

PROGRAM AUDIENCE ESTIMATES (AET HADGETS)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
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KAZ				3	176		97		A	17.1	30	1274	1 SAT.	9.00P	172	ABC SE									
1 SUN.	10.00P	60	CBS GD						B	16.6	31	1237	NFL PRE-SEASON FTBL-NBC(S)				211		99	A	13.6	28	1013		
LAS VEGAS PALACE OF-STARS(S)					184		98		A	12.1	22	901	2 SAT.	9.00P	189	NBC SE									
1 WED.	9.00P	120	CBS GV																						
LAVERNE AND SHIRLEY				3	202	199	99	98	A	16.9	36	1259	ONE DAY AT A TIME			20	199	192	99	97	A	16.5	31	1229	
THU.	8.00P	30	ABC CS						B	17.0	37	1267	SUN.	8.30P	30	CBS CS					B	19.3	35	1438	
LITTLE HOUSE-PRAIRIE				42	214	213	98	99	A	15.0	28	1118	PRIME TIME SUNDAY			8	202	201	99	98	A	12.3	22	916	
MON.	8.00P	60	NBC GD						B	20.1	33	1497	SUN.	10.00P	60	NBC DN					B	13.1	24	976	
LOU GRANT				39	194	190	99	98	A	21.3	38	1587	PROJECT U.F.O.			8	156	173	85	90	A	8.1	17	603	
MON.	10.00P	60	CBS GD						B	19.5	32	1453	THU.	8.00P	60	NBC SF					B	7.8	17	581	
M*A*S*H				41	193	190	99	99	A	23.4	40	1743	QUINCY, M.E.			37	200	204	97	97	A	13.6	24	1013	
MON.	9.00P	30	CBS CS						B	24.2	37	1803	THU.	9.00P	60	NBC OP					B	16.5	27	1229	
MORK & MINDY				3	200	198	99	99	A	17.5	35	1304	REAL PEOPLE			5	195	199	95	97	A	13.6	27	1013	
SUN.	8.00P	30	ABC CS						B	17.4	35	1296	WED.	8.00P	60	NBC U					B	12.7	27	946	
MRS. COLUMBO				7	185	194	94	97	A	12.2	22	909	ROCKFORD FILES			14		197		97	A	17.0	33	1267	
THU.	10.00P	60	NBC SM						B	12.6	23	939	2 FRI.	9.00P	60	NBC PD					B	13.7	27	1021	
NBC MONDAY NIGHT MOVIES				40	198	198	97	98	A	14.4	25	1073	ROPER'S			3	195	194	99	99	A	16.5	31	1229	
MON.	9.00P	120	NBC FF						B	18.7	30	1393	SUN.	8.30P	30	ABC CS					B	16.5	31	1229	
NBC NEWS UPDATE-M-F				216	174	173	91	92	A	12.5	24	931	RUNAWAYS			11	182	170	95	91	A	9.4	18	700	
M-F	8.58P	1	NBC N						B	13.8	23	1028	TUE.	8.00P	60	NBC GD					B	9.7	20	723	
NBC NEWS UPDATE-SAT.				43	185	188	94	91	A	15.0	30	1118	60 MINUTES			47	201	202	99	99	A	18.5	42	1378	
1 SAT.	9.22P	1	NBC N						B	15.9	30	1185	SUN.	7.00P	60	CBS DN					B	23.2	42	1728	
2 SAT.	8.57P	1											STARSKY AND HUTCH			3	186	187	95	95	A	17.1	32	1274	
NBC NEWS UPDATE-SUN.				40	189	191	95	95	A	14.2	25	1058	TUE.	10.00P	60	ABC OP					B	17.1	32	1274	
1 SUN.	9.03P	1	NBC N						B	16.1	26	1199	SUNDAY MORNING TONIGHT(S)				160		93	A	8.1	16	603		
2 SUN.	9.01P	1											1 TUE.	8.00P	60	CBS N									

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1979 REPORT

PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #		DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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ABC WEEKEND REPORT-SAT.	44	141	147	87	87	A	5.3	13	395	SATURDAY NIGHT	39	212	213	99	98	A	10.2	35	760
1 SAT. 12.00M 15 ABC N						B	7.6	16	566	1 SAT. 11.30P 78 NBC GV						B	12.6	38	939
2 SAT. 11.00P 15										2 SAT. 12.39A 76									
ABC WEEKEND REPORT-SUN.	44	154	153	91	91	A	6.5	14	484	SOAP	16	169	170	93	96	A	6.8	21	507
SUN. 11.00P 15 ABC N						B	6.7	16	499	1 FRI. 11.30P 64 ABC CS						B	6.8	21	507
BARETTA-WED.	6	172	171	96	96	A	4.3	28	320	2 FRI. 11.30P 63									
1 WED. 1.05A 44 ABC OP						B	4.7	29	350	STARKY AND HUTCH-11:30	44	179	176	96	96	A	6.8	24	507
2 WED. 12.36A 52										1 THU. 11.30P 67 ABC OP						B	6.6	24	492
BARETTA-THU.	6	167	168	94	95	A	5.4	30	402	2 THU. 11.30P 66									
1 THU. 12.37A 45 ABC OP						B	5.1	28	380	TOMORROW SHOW	173	175	174	98	97	A	3.1	22	231
2 THU. 12.36A 48										1 M & W 1.00A 47 NBC CC						B	2.6	19	194
CBS SUNDAY NEWS-BRADLEY	43	131	133	76	76	A	7.6	16	566	1 TU&TH 1.00A 45									
SUN. 11.00P 15 CBS N						B	7.7	17	574	2 MON. 1.00A 50									
LATE MOVIE I	209	161	163	88	91	A	7.4	26	551	2 TU & W 1.00A 45									
MON. 11.30P 71 CBS FF						B	7.5	27	559	2 THU. 1.00A 46									
1 TU & W 11.30P 73										TONIGHT SHOW	218	210	212	99	99	A	7.7	28	574
1 THU. 11.30P 26										1 MON. 11.30P 76 NBC GV						B	7.5	28	559
1 FRI. 11.30P 72										1 TUE. 11.30P 75									
2 TUE. 11.30P 73										WED. 11.30P 77									
2 THU. 11.30P 27										1 THU. 11.30P 80									
LATE MOVIE II	208	160	163	88	91	A	4.5	24	335	1 FRI. 11.30P 79									
1 MON. 12.41A 44 CBS FF						B	4.8	27	358	2 MON. 11.30P 78									
1 TUE. 12.43A 41										2 TUE. 11.30P 80									
1 WED. 12.43A 42										2 TH & F 11.30P 76									
1 THU. 12.05A 55										TUESDAY MOVIE OF THE WEEK	41	181	182	97	96	A	5.2	24	387
1 FRI. 12.42A 38										1 TUE. 11.30P 71 ABC FF						B	6.2	24	462
										2 TUE. 12.38A 65									

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1979 REPORT

PROGRAM NAME																	T/C THIS SEASON			NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		WK 1		WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		WK 1		WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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DOCTORS				114	199	199	98	98	A	6.1	22	454	M-F	8.30A	30	NBC	N									B	4.8	28	358
M-F	2.00P	30	NBC	DD					B	5.8	21	432	\$20,000 PYRAMID				219	169	170	90	91				A	4.7	18	350	
EDGE OF NIGHT				206	162	162	88	88	A	5.5	19	410	M-F	12.00N	30	ABC	QG								B	5.1	20	380	
M-F	4.00P	30	ABC	DD					B	5.6	18	417	WHEEL OF FORTUNE				215	200	200	97	97				A	5.6	23	417	
FAMILY FEUD				217	195	196	99	99	A	7.7	32	574	M-F	11.30A	30	NBC	QG								B	5.7	25	425	
M-F	11.30A	30	ABC	QP					B	7.7	33	574	WHEW				76	162	164	90	92				A	5.1	24	380	
GENERAL HOSPITAL				214	191	191	99	99	A	9.9	33	738	M-F	10.30A	24	CBS	QG								B	5.0	25	373	
M-F	3.00P	60	ABC	DD					B	8.8	29	656	YOUNG AND THE RESTLESS				80	191	191	98	98				A	10.2	38	760	
GOOD MORNING, AMERICA-730				220	190	190	98	98	A	3.1	27	231	M-F	1.00P	30	CBS	DD								B	9.6	38	715	
M-F	7.30A	30	ABC	N					B	3.3	23	246	WEEKEND DAYTIME																
GOOD MORNING, AMERICA-830				220	193	194	97	97	A	4.5	24	335	ABC WIDE WORLD-SPORTS SAT				34	200	203	99	99				A	9.7	27	723	
M-F	8.30A	30	ABC	N					B	4.3	24	320	1 SAT.	5.00P	90	ABC	SA								B	10.4	29	775	
GUIDING LIGHT				218	188	188	99	99	A	8.3	29	618	2 SAT.	5.02P	88														
M-F	2.30P	60	CBS	DD					B	8.1	28	603	ABC WIDE WORLD-SPORTS-SUN				27	187	187	97	96				A	6.9	21	514	
HIGH ROLLERS				216	190	189	93	93	A	4.5	20	335	1 SUN.	4.30P	90	ABC	SA								B	10.3	28	767	
M-F	11.00A	30	NBC	QG					B	5.0	24	373	2 SUN.	5.07P	53														
HOLLYWOOD SQUARES				10	164	164	87	87	A	4.5	21	335	ALL NEW PINK PANTHER				11	177		91					A	6.4	27	477	
M-F	10.30A	30	NBC	QP					B	4.5	21	335	1 SAT.	12.00N	30	ABC	CA								B	5.5	26	410	
LAVERNE & SHIRLEY	M-F			94	180	179	98	97	A	8.2	37	611	ALL NEW POPEYE HOUR 1				46	186	187	96	96				A	3.2	30	238	
M-F	11.00A	30	ABC	CS					B	6.4	31	477	SAT.	8.00A	30	CBS	CA								B	3.6	29	268	
LOVE OF LIFE				73	141	140	80	80	A	3.6	12	268	ALL NEW POPEYE HOUR 2				46	186	187	96	96				A	4.5	30	335	
M-F	4.00P	30	CBS	DD					B	3.6	13	268	SAT.	8.30A	30	CBS	CA								B	5.5	32	410	
M*A*S*H M-F				215	184	184	93	93	A	8.7	28	648	ALVIN AND THE CHIPMUNKS				22	189	190	96	97				A	2.0	21	149	
M-F	3.30P	30	CBS	CS					B	7.8	25	581	SAT.	8.00A	30	NBC	CA								B	2.5	23	186	

SAT.	10.00A	30	CBS	CA					B	9.5	39	708	IN THE NEWS- 9.59AM		46	193	195	99	99	A	8.3	39	618	
CBS SAT. FILM FESTIVAL					14	167	164	93	91	A	5.1	21	380	SAT. 9.59A	3	CBS	CN			B	9.4	39	700	
SAT.	1.30P	30	CBS	CL						B	4.2	18	313	IN THE NEWS-10.26AM		46	193	195	99	99	A	7.5	33	559
														SAT. 10.26A	3	CBS	CN			B	9.1	37	678	
CBS SPORTS SPECTACULAR					42	144	150	84	85	A	4.0	13	298											
1 SAT.	5.00P	60	CBS	SA						B	5.4	15	402	IN THE NEWS-11.33AM		46	191	192	98	98	A	6.0	27	447
2 SAT.	4.30P	90												SAT. 11.33A	3	CBS	CN			B	7.4	30	551	
CBS SPORTS SPEC. SP. ED(S)						103		64		A	3.1	11	231	IN THE NEWS-11.56AM		46	191	192	98	98	A	5.8	26	432
1 SAT.	3.30P	30	CBS	SA										SAT. 11.56A	3	CBS	CN			B	6.9	28	514	
CHALLENGE-SUPERFRIENDS 1					12	193	188	99	95	A	5.7	28	425	IN THE NEWS-12.26PM		46	182	180	96	96	A	5.4	23	402
SAT.	10.00A	30	ABC	CA						B	5.1	25	380	SAT. 12.26P	3	CBS	CN			B	5.5	22	410	
CHALLENGE-SUPERFRIENDS 2					12	194	189	99	96	A	6.7	31	499	IN THE NEWS-12.56PM		44	188	186	98	98	A	6.1	25	454
SAT.	10.30A	30	ABC	CA						B	6.6	32	492	SAT. 12.56P	3	CBS	CN			B	6.2	24	462	
CHALLENGE-SUPERFRIENDS 3					12	194	189	99	96	A	6.0	27	447	IN THE NEWS- 1.26PM		39	159	156	85	84	A	5.3	21	395
SAT.	11.00A	30	ABC	CA						B	6.8	32	507	SAT. 1.26P	3	CBS	CN			B	4.6	17	343	
CLUE CLUB					29	41	48	35	37	A	.8	8	60	IN THE NEWS-1.56PM		8	167	164	93	91	A	4.6	19	343
SUN.	8.30A	30	CBS	CA						B	1.2	11	89	SAT. 1.56P	3	CBS	CN			B	4.5	19	335	
COLLEGE FOOTBALL 1979(S)						166		90		A	3.0	10	224	IN THE NEWS- 8.26AM-SUN.		29	49	54	40	51	A	1.1	15	82
1 SUN.	3.30P	60	ABC	SA										SUN. 8.26A	3	CBS	CN			B	1.2	14	89	
DAFFY DUCK					39	202	202	98	98	A	5.2	24	387	IN THE NEWS- 8.56AM-SUN.		29	41	48	35	37	A	.9	8	67
SAT.	10.30A	30	NBC	CA						B	6.4	26	477	SUN. 8.56A	3	CBS	CN			B	1.3	11	97	
FABULOUS FUNNIES					27	137	140	70	71	A	3.4	15	253	ISSUES AND ANSWERS		42	179	161	96	91	A	2.3	11	171
SAT.	12.30P	30	NBC	CA						B	3.8	16	283	SUN. 12.00N	30	ABC	CC			B	2.9	12	216	
FACE THE NATION					46	173	179	96	98	A	3.6	20	268	JETSONS		27	195	192	96	96	A	6.4	29	477
SUN.	11.30A	30	CBS	CC						B	3.2	15	238	SAT. 11.30A	30	NBC	CA			B	6.5	28	484	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

2ND AUG. 1979 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES							
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)		WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		WK 1 WK 2		K E Y		AVG. AUD. SHARE %		AVG. AUD. (0,000)					
WEEKEND DAYTIME CONT'D																		SCOOBY'S ALL STARS II										12		188 187		97 97		A		4.7 26		350					
KIDS ARE PEOPLE TOO II										46		122 113		80 78		A		2.2 12		164		SAT. 9.00A 30 ABC CA										12		188 187		97 97		A		4.7 27		350	
SUN. 10.30A 30 ABC CL										46		122 113		80 78		B		3.1 15		231		SCOOBY'S ALL STARS III										12		188 187		97 97		A		5.6 27		417	
KIDS ARE PEOPLE TOO III										46		122 113		80 78		A		2.9 15		216		SAT. 9.30A 30 ABC CA										12		188 187		97 97		B		5.0 25		373	
SUN. 11.00A 30 ABC CL										44		199 197		98 98		B		3.5 16		261		SPACE ACADEMY										46		182 180		97 97		A		5.9 26		440	
MEET THE PRESS										44		199 197		98 98		A		3.5 17		261		SAT. 12.00N 30 CBS CL										30		180 174		92 87		B		5.9 24		440	
SUN. 12.30P 30 NBC CC										45		201 201		99 99		B		3.3 15		246		SPORTSWORLD										30		180 174		92 87		A		7.4 23		551	
METRIC MARVELS-10:27AM										45		201 201		99 99		A		4.7 21		350		SUN. 4.00P 90 NBC SE										27		81 85		70 71		B		5.9 17		440	
SAT. 10.27A 2 NBC CN										45		198 195		98 98		B		5.6 23		417		SUNDAY MORNING										27		81 85		70 71		A		2.0 13		149	
METRIC MARVELS-11:57AM										45		198 195		98 98		A		6.3 28		469		SUN. 9.00A 90 CBS N										46		191 192		98 98		B		2.0 12		149	
SAT. 11.57A 2 NBC CN										39		201 201		97 97		B		5.8 24		432		TARZAN AND SUPER SEVEN 1										46		191 192		98 98		A		5.9 27		440	
METRIC MARVELS-10:57AM										39		201 201		97 97		A		5.2 23		387		SAT. 10.30A 30 CBS CA										46		191 192		98 98		B		7.5 30		559	
SAT. 10.57A 2 NBC CN										4		179 181		94 94		B		6.4 26		477		TARZAN AND SUPER SEVEN 2										46		191 192		98 98		A		6.3 29		469	
NASL CHAMP. SOCCER-SAT										4		179 181		94 94		A		2.5 10		186		SAT. 11.00A 30 CBS CA										46		191 192		98 98		B		7.6 31		566	
1 SAT. 2.00P 150 ABC SE										19		216 203		99 94		B		2.7 10		201		TARZAN AND SUPER SEVEN 3										46		191 192		98 98		A		6.1 27		454	
2 SAT. 12.00N 150										19		216 203		99 94		A		5.1 22		380		SAT. 11.30A 30 CBS CA										163		92		A		5.0 17		373			
NBC MAJOR LEAGUE PRE GAME										19		216 203		99 94		B		5.0 22		373		WESTCHESTER CLASSIC-SAT(S)										163		92		A		5.0 17		373			
1 SAT. 2.00P 18 NBC SC										19		216 203		99 94		A		7.5 26		559		1 SAT. 4.00P 60 CBS SE										184		98		A		5.1 17		380			
2 SAT. 2.00P 16										19		216 203		99 94		A		7.5 26		559		WESTCHESTER CLASSIC-SUN(S)										184		98		A		5.1 17		380			
NBC MAJOR LEAGUE BASEBALL										19		216 203		99 94		A		7.5 26		559		1 SUN. 4.00P 120 CBS SE										184		98		A		5.1 17		380			

1 SAT. 2.18P 245 NBC SE
 2 SAT. 2.16P 147
 NFL PRE-SEASON FTBL-CBS(S)
 1 SUN. 1.00P 180 CBS SE
 PASSPORT TO PASADENA(S)
 2 SUN. 3.00P 60 CBS SA
 PGA SPECIAL(S)
 2 SUN. 3.30P 30 NBC SE
 RFK PRO-CELEBRITY TENNIS(S)
 2 SUN. 1.30P 90 ABC SE
 SCHOOLHOUSE ROCK-8.26AM
 SAT. 8.26A 3 ABC CN
 SCHOOLHOUSE ROCK-8.57AM
 SAT. 8.57A 3 ABC CN
 SCHOOLHOUSE ROCK-9.56AM
 SAT. 9.56A 3 ABC CN
 SCHOOLHOUSE ROCK-11.26AM
 SAT. 11.26A 3 ABC CN
 SCHOOLHOUSE ROCK-12.26PM
 1 SAT. 12.26P 3 ABC CN
 SCHOOLHOUSE ROCK-11.55AM
 SUN. 11.55A 4 ABC CN
 SCOOBY'S ALL STARS I
 SAT. 8.30A 30 ABC CA

187 96
 183 98
 153 79
 166 86
 186 184 95 94
 188 187 97 97
 188 187 97 97
 194 189 99 96
 177 91
 135 132 84 83
 188 187 97 97

WHAT'S NEW, MISTER MAGOO 29
 SUN. 8.00A 30 CBS CA
 WORLD CUP TRACK-FIELD-SAT(S)
 2 SAT. 3.00P 122 ABC SE
 WORLD CUP TRACK-FIELD-SUN(S)
 2 SUN. 3.00P 127 ABC SE

49 54 40 51
 189 97
 189 97
 A 1.0 15 75
 B .9 12 67
 A 4.5 16 335
 A 6.7 22 499

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. AUG. 13, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,920 25.4											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						8,490 11.4	11.1*		12.0*		12.2*		12.0*		12.0*		10.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						21 10.4	23* 11.7	12.1	23* 11.9	11.9	22* 12.5	12.3	20* 11.7	12.2	21* 11.9	11.3	19* 9.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,500 20.8				19,740 26.5		19,300 25.9		19,970 26.8			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,030 14.8	13.9*		15.7*	16,990 22.8		17,730 23.8		15,420 20.7	20.6*	20.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						28 13.6	28* 14.2	15.0	29* 16.3	40 21.7	40 24.0	40 23.0	38 24.6	37* 20.6	37* 20.6	39* 21.0	20.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						15,570 20.9				19,000 25.5							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						11,620 15.6	14.6*		16.7*	11,100 14.9	13.8*		15.5*		15.4*		14.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						30 13.8	29* 15.5	16.3	31* 17.0	26 13.9	24* 13.7	15.3	26* 15.6	15.1	28* 15.6	15.3	28* 14.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,430 23.4											
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						9,690 13.0	10.6*		12.9*		13.4*		14.2*		14.1*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						23 10.2	21* 11.0	12.6	23* 13.1	13.3	23* 13.5	14.0	24* 14.4	14.6	24* 13.3		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						14,530 19.5		15,650 21.0		20,190 27.1		19,970 26.8		19,890 26.7			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,220 16.4		12,670 17.0		17,880 24.0		17,950 24.1		16,240 21.8	21.5*		22.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						32 14.9		30 17.9		40 22.9	39 25.0	39 23.9	38 24.2	38 21.2	37* 21.7	40* 22.6	40* 21.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,650 21.0				16,840 22.6							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,650 14.3	12.7*		15.8*	10,280 13.8	13.3*		13.9*		14.5*		13.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						26 12.7	25* 12.8	15.3	28* 16.4	24 13.2	22* 13.4	13.9	23* 13.9	14.7	25* 14.3	25* 13.6	25* 13.6
TV HOUSEHOLDS USING TV		WK. 1	44.3	45.7	45.5	47.0	48.7	51.8	53.4	55.3	55.7	58.0	59.1	59.6	56.2	55.8	54.8	53.3
(See Def. 1)		WK. 2	44.9	45.8	46.6	49.1	50.5	53.1	55.8	58.0	59.0	61.0	60.6	61.5	59.4	58.1	55.5	54.4

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE. MON. AUG. 20, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.TUE. AUG.14, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						18,550 24.9		17,950 24.1		21,230 28.5		19,220 25.8		16,840 22.6			
	ABC TV						HAPPY DAYS (R)		DETECTIVE SCHOOL (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		STARKY AND HUTCH (R)			
	AVERAGE AUDIENCE (Households (000) & %)						15,570 20.9		16,460 22.1		19,300 25.9		17,140 23.0		13,410 18.0		18.1*	18.0*
	SHARE OF AUDIENCE %						42		41		46		41		33		33*	34*
	AVG. AUD. BY ¼ HR. %						19.2	22.6	21.5	22.6	25.0	26.7	23.0	23.0	18.0	18.1	18.1	18.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,790 11.8				11,470 15.4							
	CBS TV						SUNDAY MORNING TONIGHT (OP)						CBS TUESDAY NIGHT MOVIES AND MILLIONS WILL DIE (SUS)(OP) (9:00-10:54PM)					
	AVERAGE AUDIENCE (Households (000) & %)						6,030 8.1	8.1*		8.1*	6,560 8.8	8.7*		8.7*		8.9*		8.8*
	SHARE OF AUDIENCE %						16	16*		15*	16	16*		16*		16*		17*
	AVG. AUD. BY ¼ HR. %						8.0	8.2	8.3	7.9	8.8	8.7	8.8	8.6	8.8	8.9	8.9	8.8
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,320 15.2				16,910 22.7							
	NBC TV						RUNAWAYS (OP)						BIG EVENT-TUE. RETURN TO MACON COUNTY(R)(SUS)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)						8,200 11.0	10.2*		11.8*	10,730 14.4	12.6*		14.6*		15.8*		14.7*
	SHARE OF AUDIENCE %						21	20*		22*	26	22*		26*		29*		28*
	AVG. AUD. BY ¼ HR. %						10.4	9.9	11.5	12.1	12.5	12.7	14.2	15.0	16.0	15.6	15.3	14.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,060 22.9		18,250 24.5		19,740 26.5		18,550 24.9		16,910 22.7			
	ABC TV						HAPPY DAYS (R)		HAPPY DAYS SPECIAL (R)		THREE'S COMPANY (R)		TAXI (R)(OP)		STARKY AND HUTCH (R)			
	AVERAGE AUDIENCE (Households (000) & %)						14,300 19.2		15,940 21.4		17,730 23.8		16,390 22.0		11,990 16.1		16.5*	15.7*
	SHARE OF AUDIENCE %						40		41		43		38		30		29*	31*
	AVG. AUD. BY ¼ HR. %						17.5	21.0	20.3	22.5	23.0	24.6	22.2	21.8	17.0	15.9	16.0	15.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,580 23.6										10,800 14.5	
	CBS TV																INSIDE YESTERDAY: TABC USA	
	AVERAGE AUDIENCE (Households (000) & %)						10,500 14.1	12.3*		13.4*		13.6*		14.9*		16.5*	9,090 12.2	
	SHARE OF AUDIENCE %						26	26*		26*		24*		26*		29*	24	
	AVG. AUD. BY ¼ HR. %						11.7	12.8	13.3	13.5	13.4	13.8	14.7	15.2	16.6	16.3	13.0	11.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						8,490 11.4				16,760 22.5							
	NBC TV						RUNAWAYS (OP)						BIG EVENT-TUE. SOMETHING BIG(R)					
	AVERAGE AUDIENCE (Households (000) & %)						5,810 7.8	7.1*		8.6*	9,460 12.7	10.2*		11.9*		13.8*		14.8*
	SHARE OF AUDIENCE %						16	15*		16*	23	18*		21*		24*		29*
	AVG. AUD. BY ¼ HR. %						6.9	7.2	8.2	8.9	10.2	10.2	11.5	12.2	13.6	13.9	15.1	14.5
TV HOUSEHOLDS USING TV		WK. 1	44.5	45.7	46.0	47.3	48.8	50.8	52.5	54.7	55.6	56.5	55.9	56.4	54.9	54.9	53.9	52.0
(See Def. 1)		WK. 2	44.4	43.5	42.5	44.2	46.1	49.6	51.4	53.7	55.2	56.6	56.6	57.8	57.2	56.1	53.2	49.7

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.TUE. AUG.21, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.WED. AUG.15, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,250 24.5				19,670 26.4				19,440 26.1			
	ABC TV					EIGHT IS ENOUGH (R)				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)					13,630 18.3	16.7*		19.9*	15,870 21.3	20.5*		22.1*	15,420 20.7	20.2*		21.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					36 15.7	34* 17.7		38* 20.5	38 20.1	37* 21.0		38* 22.1	38 19.5	36* 20.9	21.3	40* 21.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,750 10.4		7,450 10.0		16,690 22.4				LAS VEGAS PALACE OF STARS (R)			
	CBS TV					DOROTHY		HANGING IN (OP)									
	AVERAGE AUDIENCE (Households (000) & %)					6,260 8.4		6,480 8.7		9,010 12.1	12.0*		12.3*		12.6*		11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.5		16 8.3		22 11.7	22* 12.2		21* 12.3		23* 11.9		22* 11.5
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,340 17.9				16,760 22.5				NBC WED. NIGHT MOVIES THE SENTINEL(R)(SUS)(OP) (9:00-10:51PM)			
	NBC TV					REAL PEOPLE (R)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)					9,390 12.6	11.9*		13.4*	10,060 13.5	12.9*		13.5*		13.8*		13.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 11.5	24* 12.2		25* 13.1	24 12.9	23* 13.0		23* 13.5		25* 13.8		26* 13.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,690 22.4				20,790 27.9				19,440 26.1			
	ABC TV					EIGHT IS ENOUGH (R)				CHARLIE'S ANGELS (R)(OP)				VEGAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)					12,220 16.4	14.9*		18.0*	17,060 22.9	21.2*		24.5*	16,090 21.6	21.5*		21.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					33 14.2	31* 15.5		35* 17.2	41 19.8	40* 22.7		43* 24.2	41 21.8	40* 21.3	21.8	41* 21.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					7,450 10.0		6,410 8.6		12,140 16.3				DEADLIEST SEASON (R)			
	CBS TV					DOROTHY		HANGING IN (OP)									
	AVERAGE AUDIENCE (Households (000) & %)					6,180 8.3		5,510 7.4		7,380 9.9	9.0*		9.5*		10.8*		10.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.3		15 8.3		18 9.3	17* 8.7		17* 9.3		20* 10.5		20* 10.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,530 19.5				14,230 19.1				NBC WED. NIGHT MOVIES BETRAYAL(R)			
	NBC TV					REAL PEOPLE (R)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)					10,800 14.5	13.7*		15.2*	9,160 12.3	12.0*		12.1*		12.4*		12.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 13.0	28* 14.5		30* 15.1	23 12.0	22* 11.9		21* 11.9		23* 12.2		25* 12.9
TV HOUSEHOLDS USING TV		WK. 1	43.0	44.7	45.5	46.5	47.3	49.8	51.6	54.1	54.9	56.0	57.2	57.9	55.8	55.4	53.8
(See Def. 1)		WK. 2	41.9	43.6	44.4	45.4	47.2	49.6	50.0	51.6	52.2	54.5	56.8	57.1	54.4	53.6	51.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.WED. AUG.22, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.THU. AUG. 16, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					15,350 20.6		16,020 21.5		16,390 22.0		15,940 21.4		17,430 23.4		20/20	
	ABC TV					LAVERNE AND SHIRLEY (R)		ANGIE (R)		BARNEY MILLER (R)		CARTER COUNTRY (R)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)					13,040 17.5		14,230 19.1		14,530 19.5		14,750 19.8		13,630 18.3		19.2*	17.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					39 16.3	18.6	39 18.5	19.6	36 19.2	19.9	35 19.5	20.0	34 19.4	34 *	17.9	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,430 14.0				11,550 15.5				14,600 19.6		BARNABY JONES (R)	
	CBS TV							WALTONS (R)(OP)				HAWAII FIVE-0 (R)					
	AVERAGE AUDIENCE (Households (000) & %)					7,080 9.5	8.7*		10.3*	9,310 12.5	11.7*		13.3*	11,550 15.5	15.3*		15.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 8.8	19 *	21 *	10.5	22 11.2	22 *	23 *	13.6	29 14.6	27 *	16.1	30 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					8,270 11.1				13,110 17.6				12,070 16.2		MRS. COLUMBO (R)	
	NBC TV							PROJECT U.F.O. (R)(OP)				QUINCY, M.E. (R)					
	AVERAGE AUDIENCE (Households (000) & %)					5,590 7.5	7.3*		7.7*	10,430 14.0	13.3*		14.7*	9,980 13.4	13.1*		13.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					16 7.2	16 *	7.4	16 *	25 13.0	25 *	14.7	26 *	25 12.7	23 *	13.6	26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					14,080 18.9		13,630 18.3		14,680 19.7		14,010 18.8		17,660 23.7		20/20	
	ABC TV					LAVERNE AND SHIRLEY (R)		ANGIE (R)		BARNEY MILLER (R)		CARTER COUNTRY (R)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)					12,070 16.2		12,140 16.3		13,410 18.0		12,960 17.4		13,710 18.4		18.7*	18.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					34 14.9	17.4	31 15.6	16.9	32 17.6	18.4	30 17.3	17.6	33 19.3	33 *	17.7	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,780 18.5				19,740 26.5							
	CBS TV							WALTONS (R)(OP)								BARNABY JONES (R)	
	AVERAGE AUDIENCE (Households (000) & %)					10,280 13.8	12.7*		15.0*	13,110 17.6	15.3*		16.5*		18.9*		19.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 12.3	26 *	29 *	15.2	31 14.9	28 *	29 *	16.7	29 18.1	34 *	20.1	36 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,010 12.1				13,040 17.5				10,730 14.4			
	NBC TV							PROJECT U.F.O. (R)(OP)				QUINCY, M.E. (R)				MRS. COLUMBO (R)	
	AVERAGE AUDIENCE (Households (000) & %)					6,480 8.7	8.3*		9.0*	9,760 13.1	12.3*		14.0*	8,200 11.0	10.7*		11.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 8.4	17 *	9.1	17 *	23 11.8	22 *	24 *	20 10.9	20 10.6	19 *	11.0	21 *
TV HOUSEHOLDS USING TV WK. 1		40.8	41.4	41.5	43.1	44.0	46.0	48.1	50.2	52.8	55.1	56.9	57.7	56.2	55.7	54.0	51.3
(See Def. 1) WK. 2		44.3	44.7	44.5	45.3	46.9	49.2	51.1	53.6	54.3	56.7	57.2	57.3	56.1	55.9	55.6	54.4

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.THU. AUG. 23, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 17, 1979

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						11,320 15.2				16,320 21.9							
	ABC TV						FANTASY ISLAND (R)(OP)				ABC FRIDAY NIGHT MOVIE TAKE THE MONEY AND RUN(R)(SUS)(OP) (9:00-10:47PM)							
	AVERAGE AUDIENCE (Households (000) & %)						8,270 11.1	10.8*		11.4*	9,980 13.4	14.4*		12.8*		13.4*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 10.4	25* 11.1	24* 11.2	24* 11.5	26 14.5	29* 14.4		25* 13.2		26* 13.4	12.7	10.7
E E K 2	TOTAL AUDIENCE (Households (000) & %)						10,950 14.7				15,570 20.9				16,390 22.0			
	CBS TV						INCREDIBLE HULK (R)(OP)				DUKES OF HAZZARD (R)				DALLAS (R)			
	AVERAGE AUDIENCE (Households (000) & %)						8,120 10.9	10.2*		11.6*	11,990 16.1	15.0*		17.2*	12,520 16.8	16.6*		17.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						24 9.6	23* 10.8	24* 11.2	32* 12.0	32 14.4	30* 15.5		33* 17.8	33 16.5	32* 16.7	16.6	17.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,200 20.4				16,390 22.0							
	NBC TV						DIFF'RENT STROKES (R)(OP)				EDDIE CAPRA MYSTERIES (R)							
	AVERAGE AUDIENCE (Households (000) & %)						11,620 15.6	14.2*		17.0*	10,430 14.0	13.0*		13.5*		14.5*		15.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						34 13.1	33* 15.3	36* 16.8	36* 17.3	27 13.0	26* 13.0		26* 13.6		28* 14.5	14.8	30* 15.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						9,980 13.4				11,100 14.9							
	ABC TV						FANTASY ISLAND (R)(OP)				WORLD CUP TRACK-FIELD-FRI							
	AVERAGE AUDIENCE (Households (000) & %)						7,230 9.7	9.9*		9.5*	5,360 7.2	6.2*		6.2*		8.2*		8.1*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						21 9.6	22* 10.3	20* 9.9	20* 9.1	14 6.3	12* 6.2		12* 6.2		16* 8.1	8.3	16* 8.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,520 16.8				18,330 24.6							
	CBS TV						INCREDIBLE HULK (R)(OP)				DALLAS (9:00-10:54PM)(R)(SUS)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)						9,010 12.1	11.0*		13.1*	11,700 15.7	14.3*		14.3*		16.9*		17.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						26 10.6	24* 11.4	27* 12.6	27* 13.7	31 14.4	28* 14.2		28* 14.2		33* 16.5	17.2	35* 17.8
E E K 2	TOTAL AUDIENCE (Households (000) & %)						12,220 16.4		12,890 17.3		16,990 22.8				14,680 19.7			
	NBC TV						DIFF'RENT STROKES (R)		FACTS OF LIFE (OP)		ROCKFORD FILES (R)				EDDIE CAPRA MYSTERIES (R)			
	AVERAGE AUDIENCE (Households (000) & %)						10,060 13.5		11,180 15.0		12,670 17.0	16.1*		17.9*	10,730 14.4	15.1*		13.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %						30 12.7		31 14.3		33 15.6	32* 16.5		35* 17.6	28 15.6	29* 14.6		27* 13.6
TV HOUSEHOLDS USING TV		WK. 1	38.3	38.9	38.5	40.5	42.2	45.1	47.0	48.5	49.9	50.8	51.6	52.2	52.4	52.0	51.7	50.3
(See Def. 1)		WK. 2	40.5	42.0	40.9	41.7	43.6	46.1	47.5	49.7	50.3	50.5	51.1	51.6	51.9	51.6	51.0	50.0

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

EVE. FRI. AUG. 24, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE.SAT. AUG.18, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,690 22.4				18,770 25.2							
	ABC TV					CAROL BURNETT & COMPANY (OP)				NFL PRE-SEASON FTBL-ABC HOUSTON VS DALLAS (9:00-11:52PM)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					11,990 16.1	15.1*		17.1*	9,540 12.8	10.6*		12.9*		13.3*		12.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					34 14.4	33 *		35 *	26 10.3	22 *		26 *		27 *		26 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					9,830 13.2		16,910 22.7									
	CBS TV					BAD NEWS BEARS (R)				CBS SATURDAY NIGHT MOVIE LOGAN'S RUN(R)(SUS)(OP) (8:30-10:53PM)							
	AVERAGE AUDIENCE (Households (000) & %)					7,900 10.6		9,160 12.3	9.5*		12.0*		12.6*		13.8*		14.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 10.6	10.6	25 9.3	20 *		24 *		24 *		27 *		29 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,880 24.0				15,500 20.8							
	NBC TV					B.J. AND THE BEAR (R)(OP)				NBC SATURDAY NIGHT MOVIES WHO IS KILLING THE STUNT MEN?(R)							
	AVERAGE AUDIENCE (Households (000) & %)					10,650 14.3	11.5*		14.2*		17.2*	9,910 13.3	13.8*		13.2*		13.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					30 11.0	26 *		30 *		34 *	26	27 *		26 *		27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,480 18.1				21,310 28.6							
	ABC TV					CAROL BURNETT & COMPANY (OP)				ABC SATURDAY NIGHT MOVIE HART TO HART							
	AVERAGE AUDIENCE (Households (000) & %)					9,010 12.1	10.6*		13.5*	15,200 20.4	19.1*		20.3*		21.1*		20.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 10.3	25 *		29 *	39 18.3	39 *		39 *		40 *		39 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					8,340 11.2		7,380 9.9		17,210 23.1							
	CBS TV					BAD NEWS BEARS (R)				CBS SATURDAY NIGHT MOVIE RIO LOBO(R)							
	AVERAGE AUDIENCE (Households (000) & %)					7,080 9.5		6,110 8.2		10,580 14.2	11.7*		13.5*		15.2*		16.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 9.6		18 7.8		27 10.8	24 *		26 *		29 *		31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					13,560 18.2				22,280 29.9							
	NBC TV					CHIPS (R)(OP)				NFL PRE-SEASON FTBL-NBC PITTSBURGH VS DALLAS (9:00-12:09AM)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)					9,610 12.9	11.3*		14.5*	10,130 13.6	12.2*		13.2*		12.9*		11.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					29 10.4	26 *		31 *	28 11.9	26 *		27 *		25 *		22 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	40.6	40.9	41.6	43.2	44.4	45.6	47.2	49.0	50.1	51.9	51.5	51.9	50.9	50.4	49.5
		WK. 2	35.1	36.9	38.8	40.2	41.4	43.2	45.1	47.5	48.6	50.2	50.9	51.9	52.3	53.2	53.1
U.S. TV Households: 74,500,000																	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

EVE.SAT. AUG.25, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE.SUN. AUG.19, 1979

NATIONAL WEEKEND TV AUDIENCE ESTIMATES																		
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	5,070 6.8				14,900 20.0		13,190 17.7		23,320 31.3								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	2,760 3.7	3.7*		3.7*	13,190 17.7		11,770 15.8		15,050 20.2	18.9*		19.1*		22.0*		20.8*	
	SHARE OF AUDIENCE %	8	9 *		8 *	36		30		35	33 *		33 *		38 *		38 *	
AVG. AUD. BY ¼ HR. %		4.1	3.3	3.1	4.4	16.5	18.9	15.5	16.2	18.6	19.2	19.2	18.9	21.4	22.5	22.6	19.0	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	19,370 26.0				12,670 17.0		14,160 19.0		17,430 23.4		16,840 22.6		16,170 21.7				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	14,970 20.1	19.7*		20.5*	11,030 14.8		12,290 16.5		14,970 20.1		15,420 20.7		12,740 17.1	17.1*		17.1*	
	SHARE OF AUDIENCE %	45	46 *		45 *	30		32		35		35		30	30 *		31 *	
AVG. AUD. BY ¼ HR. %		19.0	20.3	21.4	19.6	14.7	15.0	16.0	17.0	19.2	21.0	20.3	21.1	17.0	17.1	17.0	17.2	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	12,890 17.3				16,320 21.9								13,110 17.6				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	9,540 12.8	11.5*		14.2*	9,760 13.1	10.8*		13.2*		13.8*		14.4*	9,310 12.5	12.7*		12.2*	
	SHARE OF AUDIENCE %	29	27 *		31 *	24	22 *		25 *		24 *		25 *	22	22 *		22 *	
AVG. AUD. BY ¼ HR. %		10.7	12.3	14.0	14.4	10.7	10.9	12.8	13.6	13.6	14.0	14.2	14.6	13.2	12.3	12.4	12.1	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	8,050 10.8				15,050 20.2		14,300 19.2		22,050 29.6								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	5,510 7.4	6.5*		8.3*	12,810 17.2		12,740 17.1		14,450 19.4	17.9*		18.3*		20.8*		20.6*	
	SHARE OF AUDIENCE %	17	16 *		18 *	34		31		33	30 *		30 *		35 *		37 *	
AVG. AUD. BY ¼ HR. %		6.1	7.0	7.9	8.7	15.7	18.6	17.0	17.1	17.3	18.4	18.1	18.4	20.3	21.4	21.2	19.9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	17,210 23.1				12,370 16.6		13,560 18.2		19,740 26.5				17,360 23.3				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	12,520 16.8	16.0*		17.5*	10,800 14.5		12,220 16.4		16,020 21.5	20.3*		22.8*	14,300 19.2	19.5*		19.0*	
	SHARE OF AUDIENCE %	39	38 *		39 *	29		30		36	34 *		37 *	33	33 *		34 *	
AVG. AUD. BY ¼ HR. %		15.3	16.6	17.1	18.0	14.0	15.0	15.8	17.1	19.4	21.3	22.4	23.2	19.2	19.7	19.3	18.6	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	11,850 15.9				18,700 25.1								12,070 16.2				
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	8,420 11.3	10.2*		12.4*	11,030 14.8	12.6*		14.4*		15.9*		16.2*	8,940 12.0	12.5*		11.5*	
	SHARE OF AUDIENCE %	26	24 *		27 *	26	25 *		26 *		27 *		26 *	21	21 *		20 *	
AVG. AUD. BY ¼ HR. %		9.5	10.8	11.9	12.9	12.5	12.9	14.1	14.7	15.7	16.2	16.5	15.8	12.9	12.0	11.5	11.6	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	42.4	43.8	45.7	46.2	48.0	50.2	50.8	53.2	56.5	58.5	58.3	58.7	57.5	57.1	56.8	53.9
		WK. 2	40.6	42.7	44.2	46.0	48.6	52.0	53.9	55.7	58.5	60.7	61.1	61.4	59.0	58.4	57.1	55.3

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

EVE.SUN. AUG.26, 1979

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,470 6.0														
	ABC TV		ABC WEEKEND REPORT-SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,400 5.9														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	13 5.9														
E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,220 7.0						7,820 10.5								
	CBS TV		CBS SUNDAY NEWS-BRADLEY														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,070 6.8						5,290 7.1								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 6.8						24 8.2	7.9* 24 *							
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{		5,810 7.8					10,430 14.0						3,350 4.5		
	NBC LATE NIGHT MOVIE (11:30-1:32AM) (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{		3,500 4.7	4.8*		4.8*		6,180 8.3	9.3*		8.0*		7.0*	3.3	3.6*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		22 4.7	16 *		20 *		29 10.0	28 *	8.6	29 *	7.6	33 *	22 4.0	22 *	2.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,360 7.2														
	ABC TV		ABC WEEKEND REPORT-SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,220 7.0														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	15 7.0														
E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,330 8.5						8,050 10.8								
	CBS TV		CBS SUNDAY NEWS-BRADLEY														
	AVERAGE AUDIENCE (Households (000) & %)	{	6,180 8.3						5,660 7.6								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 8.3						27 8.3	8.2* 26 *							
NBC TV	TOTAL AUDIENCE (Households (000) & %)	{		5,440 7.3					9,310 12.5						3,050 4.1		
	NBC LATE NIGHT MOVIE (11:30-1:35AM) (-OP)																
	AVERAGE AUDIENCE (Households (000) & %)	{		2,910 3.9	4.3*		3.9*		5,290 7.1	8.4*		6.6*		4.9*	2.9	3.2*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		18 4.5	14 *		17 *		26 8.8	26 *	7.0	25 *	5.7	26 *	22 3.5	23 *	2.5
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	46.2	39.9	32.5	28.9	25.2	22.7	19.6	34.6	31.4	28.3	26.0	22.9	20.2	17.3	15.8
		WK. 2	48.7	41.4	32.8	27.6	24.6	22.2	19.4	33.1	30.5	27.1	24.7	21.3	18.2	15.7	14.0
																	14.2

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

SUN. 11:00 P.M. - 12:45 A.M.

MON.-FRI. 11:30 P.M. - 1:45 A.M.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.13-17, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,760 3.7				3,730 5.0									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			2,310 3.1				3,200 4.3									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			26 2.8		3.3		23 4.2		4.5							
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			2,310 3.1				3,730 5.0				4,320 5.8				4,250 5.7	
	CBS TV			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				ALL IN THE FAMILY M-F (10:30-10:54AM) (OP)				WHEW (10:30-10:54AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)			1,420 1.9		2.0*		2,240 3.0		2.5*		3,580 4.8				3,650 4.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			18 1.8		17* 2.0		18 2.2		17* 2.8		23 4.6		5.0		23 4.9	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,050 4.1				4,100 5.5				3,430 4.6				3,870 5.2	
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				CARD SHARKS				HOLLYWOOD SQUARES (SUS)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			2,460 3.3				3,350 4.5				2,910 3.9				3,050 4.1	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			28 3.1		3.4		25 4.5		4.5		18 3.9		3.9		19 4.0	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,980 4.0				4,020 5.4									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			2,380 3.2				3,430 4.6									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			28 3.0		3.3		25 4.6		4.7							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,160 2.9				3,800 5.1				4,020 5.4				4,540 6.1	
	CBS TV			MORNING MON-FRI (CO-OP) (PARTICIPATING)				CAPTAIN KANGAROO				ALL IN THE FAMILY M-F (10:30-10:54AM) (OP)				WHEW (10:30-10:54AM) (OP)	
	AVERAGE AUDIENCE (Households (000) & %)			1,340 1.8		1.8*		2,240 3.0		2.4*		3,350 4.5				3,950 5.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			17 1.8		16* 1.9		17 2.0		15* 2.7		21 4.2		4.7		24 5.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,980 4.0				4,100 5.5				3,580 4.8				4,170 5.6	
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				CARD SHARKS				HOLLYWOOD SQUARES (SUS)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			2,310 3.1				3,350 4.5				2,980 4.0				3,580 4.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			27 2.8		3.4		24 4.5		4.5		19 3.8		4.2		22 4.8	

TV HOUSEHOLDS USING TV WK. 1	5.8	7.4	9.0	10.2	11.7	13.2	14.9	16.4	17.9	19.7	20.6	21.3	21.2	21.6	21.3	21.4
(See Def. 1) WK. 2	5.7	7.4	8.8	10.3	12.5	14.5	15.7	17.1	18.1	19.3	20.2	21.4	21.5	22.1	21.8	22.3

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.20-24, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.13-17, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 7,300 9.8		{ 6,330 8.5		{ 4,020 5.4		{ 5,510 7.4		{ 8,570 11.5		{ 8,200 11.0					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,110 8.2		{ 5,440 7.3		{ 3,350 4.5		{ 4,690 6.3		{ 6,560 8.8		{ 6,260 8.4		{ 8.3*		{ 8.5*	
	SHARE OF AUDIENCE %	38		31		18		24		32		31*		31*		31*	
	AVG. AUD. BY ¼ HR. %	7.6		8.7		7.2		7.4		4.4		4.6		6.1		6.5	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,220 7.0		{ 6,560 8.8				{ 7,750 10.4		{ 8,490 11.4		{ 7,150 9.6				{ 7,670 10.3	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS				GUIDING LIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,320 5.8		{ 5,590 7.5				{ 6,850 9.2		{ 7,600 10.2		{ 5,070 6.8		{ 6.4*		{ 7.2*	
	SHARE OF AUDIENCE %	27		32				35		39		25		23*		29	
	AVG. AUD. BY ¼ HR. %	5.7		6.0		7.2		7.8		9.2		9.1		10.0		10.4	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,580 4.8		{ 4,620 6.2		{ 3,500 4.7		{ 3,870 5.2		{ 6,930 9.3		{ 4,990 6.7		{ 6,480 8.7			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,130 4.2		{ 3,950 5.3		{ 2,980 4.0		{ 3,280 4.4		{ 4,990 6.7		{ 4,400 5.9		{ 4,400 5.9		{ 5.6*	
	SHARE OF AUDIENCE %	19		23		15		17		24		23*		26*		20*	
	AVG. AUD. BY ¼ HR. %	4.1		4.1		5.2		5.5		4.0		3.9		4.2		4.6	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 7,230 9.7		{ 7,080 9.5		{ 4,320 5.8		{ 6,180 8.3		{ 9,090 12.2		{ 8,490 11.4					
	ABC TV	LAVERNE & SHIRLEY M-F		FAMILY FEUD		\$20,000 PYRAMID		RYAN'S HOPE		ALL MY CHILDREN (SUS)(OP)		ONE LIFE TO LIVE					
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,180 8.3		{ 5,960 8.0		{ 3,650 4.9		{ 5,220 7.0		{ 6,850 9.2		{ 6,410 8.6		{ 8.3*		{ 8.9*	
	SHARE OF AUDIENCE %	36		32		19		26		32		31*		33*		30*	
	AVG. AUD. BY ¼ HR. %	7.9		8.7		7.8		8.2		4.6		5.1		6.8		7.1	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 5,140 6.9		{ 6,480 8.7				{ 6,850 9.2		{ 8,640 11.6		{ 7,520 10.1				{ 7,670 10.3	
	CBS TV	PRICE IS RIGHT 1		PRICE IS RIGHT 2				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS		AS THE WORLD TURNS				GUIDING LIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,400 5.9		{ 5,510 7.4				{ 5,960 8.0		{ 7,670 10.3		{ 5,510 7.4		{ 7.0*		{ 7.9*	
	SHARE OF AUDIENCE %	26		30				29		38		26		24*		28*	
	AVG. AUD. BY ¼ HR. %	5.6		6.2		7.1		7.7		5.6		6.2		7.1		7.8	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,250 5.7		{ 5,140 6.9		{ 3,950 5.3		{ 4,620 6.2		{ 6,710 9.0		{ 5,140 6.9		{ 7,080 9.5			
	NBC TV	HIGH ROLLERS		WHEEL OF FORTUNE (SUS)(OP)		MINDREADERS		PASSWORD PLUS (SUS)(OP)		DAYS OF OUR LIVES		DOCTORS		ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,650 4.9		{ 4,400 5.9		{ 3,200 4.3		{ 3,800 5.1		{ 4,920 6.6		{ 4,620 6.2		{ 4,840 6.5		{ 5.9*	
	SHARE OF AUDIENCE %	21		24		16		19		23		22*		24*		21	
	AVG. AUD. BY ¼ HR. %	4.9		5.0		5.8		5.9		4.2		4.3		4.9		5.2	
TV HOUSEHOLDS USING TV		WK. 1	21.9	22.9	23.5	24.4	25.9	27.0	26.9	27.2	27.0	27.2	26.7	27.1	26.6	26.9	27.3
(See Def. 1)		WK. 2	22.7	23.8	24.3	25.7	26.6	27.8	28.0	28.2	28.6	28.8	28.6	29.0	28.3	28.8	29.7

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.20-24, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.13-17, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,240 12.4		GENERAL HOSPITAL		{ 4,540 6.1		EDGE OF NIGHT				{ 7,670 10.3		ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,300 9.8				{ 4,020 5.4						{ 6,480 8.7					
	SHARE OF AUDIENCE %	{ 33 9.3		{ 9.6* 33 *		{ 10.1* 34 *						{ 21 8.4					
	AVG. AUD. BY 1/4 HR.	{ %		{ 9.6 10.0		{ 10.2 5.2						{ 8.9					
	TOTAL AUDIENCE (Households (000) & %)	{		{ 7,450 10.0		{ 3,280 4.4						{ 10,130 13.6		CBS EVENING NEWS- CRONKITE			
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{		{ 6,410 8.6		{ 2,680 3.6						{ 8,870 11.9					
	SHARE OF AUDIENCE %	{		{ 8.2* 28 *		{ 8.6 29						{ 11.9 29					
	AVG. AUD. BY 1/4 HR.	{ %		{ 8.0 8.3		{ 8.3 8.9		{ 3.5 3.7				{ 11.9					
	TOTAL AUDIENCE (Households (000) & %)	{		ANOTHER WORLD								{ 8,640 11.6		NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{		{ 5.8* 20 *		{ 6.2* 21 *						{ 7,450 10.0					
W E E K 2	SHARE OF AUDIENCE %	{		{ 5.7 5.8		{ 6.2 6.2						{ 24 9.9					
	AVG. AUD. BY 1/4 HR.	{ %		{		{						{ 10.2					
	TOTAL AUDIENCE (Households (000) & %)	{		{ 9,310 12.5		{ 4,770 6.4						{ 8,720 11.7		ABC WORLD NEWS TONIGHT			
	AVERAGE AUDIENCE (Households (000) & %)	{		{ 7,380 9.9		{ 4,100 5.5						{ 7,380 9.9					
	SHARE OF AUDIENCE %	{		{ 32 9.3		{ 31* 9.9		{ 10.3* 10.3		{ 18 5.4		{ 24 9.6					
W E E K 2	AVG. AUD. BY 1/4 HR.	{ %		{ 9.3 10.3		{ 10.3 5.6						{ 10.2					
	TOTAL AUDIENCE (Households (000) & %)	{		{ 7,670 10.3		{ 3,050 4.1						{ 9,690 13.0		CBS EVENING NEWS- CRONKITE			
	AVERAGE AUDIENCE (Households (000) & %)	{		{ 6,560 8.8		{ 2,610 3.5						{ 8,640 11.6					
	SHARE OF AUDIENCE %	{		{ 8.6* 28 *		{ 8.8 28						{ 27 11.5					
	AVG. AUD. BY 1/4 HR.	{ %		{ 8.6 8.7		{ 8.5 9.2		{ 3.4 3.5				{ 11.6					
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		ANOTHER WORLD								{ 8,570 11.5		NBC NIGHTLY NEWS			
	AVERAGE AUDIENCE (Households (000) & %)	{		{ 6.6* 22 *		{ 7.1* 23 *						{ 7,450 10.0					
	SHARE OF AUDIENCE %	{		{ 6.4 6.7		{ 7.1 7.1						{ 24 10.0					
	AVG. AUD. BY 1/4 HR.	{ %		{		{						{ 10.0					
	TOTAL AUDIENCE (Households (000) & %)	{		{ 28.3 29.8		{ 29.5 30.7		{ 29.9 30.5		{ 30.5 31.2		{ 28.8 29.9		{ 29.6 30.9		{ 30.2 31.3	
TV HOUSEHOLDS USING TV (See Def. 1)		{ WK. 1 WK. 2		{ 31.6 32.6		{ 32.7 33.1		{ 34.3 34.9		{ 35.9 36.3		{ 38.2 37.9		{ 39.9 39.8		{ 41.3 40.9	
		{		{ 41.1 41.6		{ 41.7 42.3											

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.20-24, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 18, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					2,460 3.3		3,650 4.9		4,920 6.6		5,590 7.5		5,070 6.8		6,410 8.6	
	ABC TV					FANGFACE (OP)		SCOOBY'S ALL STARS I (OP)		SCOOBY'S ALL STARS II		SCOOBY'S ALL STARS III (OP)		CHALLENGE- SUPERFRIENDS 1		CHALLENGE- SUPERFRIENDS 2	
	AVERAGE AUDIENCE (Households (000) & %)					1,860 2.5		2,760 3.7		3,870 5.2		4,540 6.1		4,620 6.2		5,510 7.4	
	SHARE OF AUDIENCE %					27		30		29		29		30		34	
	AVG. AUD. BY ¼ HR. %					2.1	2.9	3.2	4.3	5.0	5.4	6.3	5.9	6.1	6.3	7.4	7.4
	TOTAL AUDIENCE (Households (000) & %)					2,680 3.6		4,020 5.4		5,140 6.9		6,850 9.2		7,820 10.5		4,920 6.6	
	CBS TV					ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1	
	AVERAGE AUDIENCE (Households (000) & %)					1,940 2.6		3,050 4.1		4,100 5.5		5,890 7.9		6,560 8.8		4,170 5.6	
	SHARE OF AUDIENCE %					26		28		31		38		39		25	
	AVG. AUD. BY ¼ HR. %					2.1	3.2	4.1	4.0	4.8	6.3	7.2	8.6	8.7	8.8	5.7	5.5
	TOTAL AUDIENCE (Households (000) & %)					1,640 2.2		2,910 3.9		3,050 4.1		3,130 4.2		3,580 4.8		4,540 6.1	
	NBC TV					BAY CITY ROLLERS (SUS)		ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)	DAFFY DUCK (OP)
	AVERAGE AUDIENCE (Households (000) & %)					1,420 1.9		2,240 3.0		2,680 3.6		2,760 3.7		3,050 4.1		3,730 5.0	
	SHARE OF AUDIENCE %					21		23		22		18		18		23	
	AVG. AUD. BY ¼ HR. %					1.7	2.1	2.7	3.2	3.6	3.6	3.8	3.7	3.7	4.4	5.0	5.1

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,310 3.1		2,980 4.0		3,950 5.3		4,470 6.0		4,620 6.2		5,070 6.8	
	ABC TV					FANGFACE (OP)		SCOOBY'S ALL STARS I (OP)		SCOOBY'S ALL STARS II		SCOOBY'S ALL STARS III (OP)		CHALLENGE- SUPERFRIENDS 1		CHALLENGE- SUPERFRIENDS 2	
	AVERAGE AUDIENCE (Households (000) & %)					1,710 2.3		2,310 3.1		3,050 4.1		3,800 5.1		3,870 5.2		4,400 5.9	
	SHARE OF AUDIENCE %					22		23		22		25		26		28	
	AVG. AUD. BY ¼ HR. %					1.9	2.7	2.6	3.6	4.0	4.2	4.7	5.5	4.8	5.6	6.1	5.8
	TOTAL AUDIENCE (Households (000) & %)					3,280 4.4		4,690 6.3		6,260 8.4		7,000 9.4		6,710 9.0		5,220 7.0	
	CBS TV					ALL NEW POPEYE HOUR 1 (OP)		ALL NEW POPEYE HOUR 2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		TARZAN AND SUPER SEVEN 1	
	AVERAGE AUDIENCE (Households (000) & %)					2,760 3.7		3,650 4.9		4,840 6.5		5,890 7.9		5,890 7.9		4,540 6.1	
	SHARE OF AUDIENCE %					34		32		37		39		37		28	
	AVG. AUD. BY ¼ HR. %					3.3	4.2	5.1	4.7	5.9	7.1	7.8	8.0	7.9	7.9	6.1	6.1
	TOTAL AUDIENCE (Households (000) & %)					1,860 2.5		3,650 4.9		3,950 5.3		4,250 5.7		4,170 5.6		4,770 6.4	
	NBC TV					BAY CITY ROLLERS (SUS)		ALVIN AND THE CHIPMUNKS		FANTASTIC FOUR		GODZILLA SUPER 90 I		GODZILLA SUPER 90 II		GODZILLA SUPER 90 III (OP)	DAFFY DUCK (OP)
	AVERAGE AUDIENCE (Households (000) & %)					1,490 2.0		2,830 3.8		3,050 4.1		3,580 4.8		3,500 4.7		4,020 5.4	
	SHARE OF AUDIENCE %					20		27		24		24		22		24	
	AVG. AUD. BY ¼ HR. %					1.7	2.3	3.2	4.3	4.1	4.2	5.0	4.7	4.6	4.8	5.1	5.7

TV HOUSEHOLDS USING TV	WK. 1	3.0	3.7	4.4	6.4	9.1	11.1	13.6	15.2	17.0	18.8	20.0	21.4	22.1	22.7	22.1	22.2
(See Def. 1)	WK. 2	4.5	5.3	6.7	8.4	9.7	12.1	14.4	15.9	16.9	18.6	19.9	20.9	21.1	22.1	21.6	22.1

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. AUG. 25, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. AUG. 18, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,480 8.7		{ 4,840 6.5		{ 5,890 7.9		{ 7,230 9.7		{ 6,780 9.1		{ 6,780 9.1		{ 6,780 9.1		{ 6,780 9.1	
	ABC TV	CHALLENGE-SUPERFRIENDS 3 (OP)		BIGFOOT AND WILDBOY		ALL NEW PINK PANTHER (OP)		AMERICAN BANDSTAND '79		NASL CHAMP. SOCCER-SAT CHICAGO VS FT. LAUDERDALE							
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,220 7.0		{ 4,100 5.5		{ 4,770 6.4		{ 4,620 6.2		{ 1,940 2.6		{ 1,940 2.6		{ 1,940 2.6		{ 1,940 2.6	
	SHARE OF AUDIENCE %	31		24		27		25		9		9		9		9	
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,140 6.9		{ 5,360 7.2		{ 4,920 6.6		{ 6,110 8.2		{ 4,100 5.5		{ 5,590 7.5		{ 5,590 7.5		{ 5,590 7.5	
	CBS TV	TARZAN AND SUPER SEVEN 2		TARZAN AND SUPER SEVEN 3 (OP)		SPACE ACADEMY (OP)		FAT ALBERT AND COSBY KIDS (OP)		ARK II (OP)		CBS SAT. FILM FESTIVAL THE SHOPPING BAG LADY(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,400 5.9		{ 4,400 5.9		{ 4,170 5.6		{ 4,990 6.7		{ 3,500 4.7		{ 4,400 5.9		{ 4,400 5.9		{ 4,400 5.9	
	SHARE OF AUDIENCE %	26		25		23		26		18		22		22		22	
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{ 4,840 6.5		{ 5,290 7.1		{ 4,170 5.6		{ 3,050 4.1		{ 4,470 6.0		{ 15,200 20.4		{ 15,200 20.4		{ 15,200 20.4	
	NBC TV	FRED AND BARNEY SHOW		JETSONS (OP)		BUFORD & GALLOPING GHOST		FABULOUS FUNNIES				NBC MAJOR LEAGUE BSBL CHICAGO WHITE SOX VS BOSTON & ATLANTA VS MONTREAL (2:10-6:23PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,100 5.5		{ 4,620 6.2		{ 3,580 4.8		{ 2,460 3.3		{ 3,870 5.2		{ 5,740 7.7		{ 5,740 7.7		{ 5,740 7.7	
	SHARE OF AUDIENCE %	24		27		20		13		21		25		25		25	

WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 4,400 5.9		{ 2,830 3.8		{ 5,890 7.9		{ 5,890 7.9		{ 5,890 7.9		{ 5,890 7.9		{ 5,890 7.9		{ 5,890 7.9	
	ABC TV	CHALLENGE-SUPERFRIENDS 3 (OP)		BEST-KIDS ARE PEOPLE TOO				NASL CHAMP. SOCCER-SAT TAMPA BAY VS PHILADELPHIA								NASL SOCCER FILL 2 (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,650 4.9		{ 2,160 2.9		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3	
	SHARE OF AUDIENCE %	23		13		10		12 *		10 *		11 *		11 *		8 *	
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{ 5,660 7.6		{ 5,740 7.7		{ 5,890 7.9		{ 6,180 8.3		{ 4,840 6.5		{ 4,100 5.5		{ 4,100 5.5		{ 4,100 5.5	
	CBS TV	TARZAN AND SUPER SEVEN 2		TARZAN AND SUPER SEVEN 3 (OP)		SPACE ACADEMY (OP)		FAT ALBERT AND COSBY KIDS (OP)		ARK II (OP)		CBS SAT. FILM FESTIVAL JOEY(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,920 6.6		{ 4,620 6.2		{ 4,620 6.2		{ 4,770 6.4		{ 3,950 5.3		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2	
	SHARE OF AUDIENCE %	31		29		28		29		24		19		19		19	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 4,840 6.5		{ 5,810 7.8		{ 4,170 5.6		{ 3,350 4.5		{ 4,020 5.4		{ 10,730 14.4		{ 10,730 14.4		{ 10,730 14.4	
	NBC TV	FRED AND BARNEY SHOW		JETSONS (OP)		BUFORD & GALLOPING GHOST		FABULOUS FUNNIES				(2) NBC MAJOR LEAGUE BSBL BOSTON VS KANSAS CITY & CINCINNATI VS NEW YORK METS (2:16-4:43PM)					
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,730 5.0		{ 4,840 6.5		{ 3,500 4.7		{ 2,610 3.5		{ 3,730 5.0		{ 5,290 7.1		{ 5,290 7.1		{ 5,290 7.1	
	SHARE OF AUDIENCE %	23		30		23		16		22		27		27		27 *	

U.S. TV Households: 74,500,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:18PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:16PM)

For explanation of symbols, See page A

DAY SAT. AUG. 25, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. AUG. 18, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)																	
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	AVG. AUD. BY ¼ HR. %																
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
AVG. AUD. BY ¼ HR. %																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																
	AVG. AUD. BY ¼ HR. %																
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																	
AVG. AUD. BY ¼ HR. %																	

TOTAL AUDIENCE (Households (000) & %)		{		7,750 10.4											11,030 14.8					
ABC TV				WORLD CUP TRACK-FIELD-SAT (3:00-5:02PM) (-DP)										ABC WIDE WORLD-SPORTS SAT (5:02-6:30PM)						
AVERAGE AUDIENCE (Households (000) & %)		{		3,350 4.5	3.3*	3.8*		4.8*		6.2*		6,560 8.8	7.7*	8.9*		9.6*				
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{		16 3.0	12 *	14 *		17 *		22 *		28 7.1	26 *	29 *		28 *				
AVG. AUD. BY ¼ HR.		{		3.0	3.5	3.6	4.0	4.4	5.1	5.6	6.7	7.1	8.1	8.8	9.0	9.8	9.5			
TOTAL AUDIENCE (Households (000) & %)		{												5,590 7.5					6,780 9.1	
CBS TV														CBS SPORTS SPECTACULAR				CBS SAT. NEWS-SCHIEFFER		
AVERAGE AUDIENCE (Households (000) & %)		{												2,610 3.5	3.4*		3.6*		3.4*	
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{												12 2.9	12 *		13 *		12 *	
AVG. AUD. BY ¼ HR.		{												2.9	3.8		3.5		3.8	
TOTAL AUDIENCE (Households (000) & %)		{																5,290 7.1		
NBC TV				NBC MAJOR LEAGUE BASEBALL BOSTON VS KANSAS CITY & CINCINNATI VS NEW YORK METS (2:16-4:43PM)										NBC NIGHTLY NEWS-SAT.						
AVERAGE AUDIENCE (Households (000) & %)		{												7.1*		7.5*		8.0*		
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		{												27 *		27 *		29 *		
AVG. AUD. BY ¼ HR.		{		6.8	7.4	7.4	7.6	7.9	8.0	8.0								6.1	6.2	
TV HOUSEHOLDS USING TV (See Def. 1)		{		WK. 1 28.3	28.8	28.8	29.3	30.2	30.8	31.1	32.7	33.1	33.1	34.7	36.2	38.8	39.7	39.4	40.2	
		{		WK. 2 26.0	27.5	27.5	28.2	27.6	28.0	28.2	29.3	29.4	29.6	30.0	30.6	33.7	34.4	34.1	34.6	

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SAT. AUG. 25, 1979

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. AUG. 19, 1979

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)															2,380 3.2	
	ABC TV															KIDS ARE PEOPLE TOO I (SUS)	KIDS ARE PEOPLE TOO II
	AVERAGE AUDIENCE (Households (000) & %)															1,860 2.5	
	SHARE OF AUDIENCE %															12	
	AVG. AUD. BY ¼ HR. %															2.4	2.6
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					450 .6			670 .9			2,530 3.4					
	CBS TV					WHAT'S NEW, MISTER MAGOO (OP)			CLUE CLUB (OP)			SUNDAY MORNING		FOR OUR TIMES (SUS)			
	AVERAGE AUDIENCE (Households (000) & %)					370 .5			520 .7			1,420 1.9					
	SHARE OF AUDIENCE %					8			8			12	1.2*			2.2*	
	AVG. AUD. BY ¼ HR. %					<<	.5		.7	.8		1.0	1.4	2.3	2.4	2.2	2.2
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV															VEGETABLE SOUP II (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE %																
	AVG. AUD. BY ¼ HR. %																

WEEK 4	TOTAL AUDIENCE (Households (000) & %)														2,160 2.9							
	ABC TV														KIDS ARE PEOPLE TOO I (SUS)	KIDS ARE PEOPLE TOO II						
	AVERAGE AUDIENCE (Households (000) & %)														1,420 1.9							
	SHARE OF AUDIENCE %														11							
	AVG. AUD. BY ¼ HR. %														1.9 1.9							
WEEK 5	TOTAL AUDIENCE (Households (000) & %)														1,340 1.8		890 1.2		2,760 3.7			
	CBS TV														WHAT'S NEW, MISTER MAGOO (OP)		CLUE CLUB (OP)		SUNDAY MORNING		FOR OUR TIMES (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)														1,040 1.4		670 .9		1,490 2.0		2.0*	
	SHARE OF AUDIENCE %														19		8		14		18 *	
	AVG. AUD. BY ¼ HR. %														1.4 1.5		.8 1.0		2.1 2.0		1.9 1.9	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)																					
	NBC TV														VEGETABLE SOUP II (SUS)							
	AVERAGE AUDIENCE (Households (000) & %)																					
	SHARE OF AUDIENCE %																					
	AVG. AUD. BY ¼ HR. %																					
TV HOUSEHOLDS USING TV (See Def. 1)																						
WK. 1		2.5	2.8	3.3	3.8	5.8	7.4	8.8	11.0	13.0	14.5	16.1	18.1	19.6	20.8	20.6	19.5					
WK. 2		2.9	3.2	3.7	4.5	4.8	6.9	8.9	10.5	12.1	13.0	14.5	15.2	16.6	17.6	17.8	17.3					

TV HOUSEHOLDS USING TV	WK. 1	2.5	2.8	3.3	3.8	5.8	7.4	8.8	11.0	13.0	14.5	16.1	18.1	19.6	20.8	20.6	19.5
(See Def. 1)	WK. 2	2.9	3.2	3.7	4.5	4.8	6.9	8.9	10.5	12.1	13.0	14.5	15.2	16.6	17.6	17.8	17.3

U.S. TV Households 74,500,000

For explanation of symbols See page A.

DAY SUN. AUG. 26, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 19, 1979

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,980 4.0		{ 2,160 2.9		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1	
	ABC TV	{ KIDS ARE PEOPLE TOO III		{ ANIMALS, ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ DIRECTIONS (SUS)		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1		{ 2,310 3.1	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,310 3.1		{ 1,860 2.5		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 16 3.2		{ 12 2.3		{ 11 2.4		{ 11 2.4		{ 11 2.4		{ 11 2.4		{ 11 2.4		{ 11 2.4	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2	
	CBS TV	{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,460 3.3		{ 2,460 3.3		{ 2,460 3.3		{ 2,460 3.3		{ 2,460 3.3		{ 2,460 3.3		{ 2,460 3.3		{ 2,460 3.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 18 3.5		{ 18 3.5		{ 18 3.5		{ 18 3.5		{ 18 3.5		{ 18 3.5		{ 18 3.5		{ 18 3.5	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,280 4.4		{ 3,280 4.4		{ 3,280 4.4		{ 3,280 4.4		{ 3,280 4.4		{ 3,280 4.4		{ 3,280 4.4		{ 3,280 4.4	
	NBC TV	{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,530 3.4		{ 2,530 3.4		{ 2,530 3.4		{ 2,530 3.4		{ 2,530 3.4		{ 2,530 3.4		{ 2,530 3.4		{ 2,530 3.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 17 3.5		{ 17 3.5		{ 17 3.5		{ 17 3.5		{ 17 3.5		{ 17 3.5		{ 17 3.5		{ 17 3.5	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 2,310 3.1		{ 2,610 3.5		{ 2,160 2.9		{ 2,160 2.9		{ 2,160 2.9		{ 2,160 2.9		{ 2,160 2.9		{ 2,160 2.9	
	ABC TV	{ KIDS ARE PEOPLE TOO III		{ ANIMALS, ANIMALS, ANIMALS (OP)		{ ISSUES AND ANSWERS		{ DIRECTIONS (SUS)		{ 2,160 2.9		{ 2,160 2.9		{ 2,160 2.9		{ 2,160 2.9	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,010 2.7		{ 2,010 2.7		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3		{ 1,710 2.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 15 2.5		{ 14 2.9		{ 11 2.3		{ 11 2.3		{ 11 2.3		{ 11 2.3		{ 11 2.3		{ 11 2.3	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,580 4.8		{ 3,580 4.8		{ 3,580 4.8		{ 3,580 4.8		{ 3,580 4.8		{ 3,580 4.8		{ 3,580 4.8		{ 3,580 4.8	
	CBS TV	{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION		{ FACE THE NATION	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,910 3.9		{ 2,910 3.9		{ 2,910 3.9		{ 2,910 3.9		{ 2,910 3.9		{ 2,910 3.9		{ 2,910 3.9		{ 2,910 3.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 21 4.0		{ 21 4.0		{ 21 4.0		{ 21 4.0		{ 21 4.0		{ 21 4.0		{ 21 4.0		{ 21 4.0	
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2		{ 3,130 4.2	
	NBC TV	{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS		{ MEET THE PRESS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,680 3.6		{ 2,680 3.6		{ 2,680 3.6		{ 2,680 3.6		{ 2,680 3.6		{ 2,680 3.6		{ 2,680 3.6		{ 2,680 3.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 17 3.4		{ 17 3.4		{ 17 3.4		{ 17 3.4		{ 17 3.4		{ 17 3.4		{ 17 3.4		{ 17 3.4	

TV HOUSEHOLDS USING TV	WK. 1	19.2	19.5	19.8	20.4	20.2	20.7	21.0	22.3	21.9	22.8	23.8	25.4	26.8	27.5	27.7	29.0
(See Def. 1)	WK. 2	18.1	18.9	19.0	18.9	20.2	22.1	22.6	23.4	23.9	24.9	26.2	27.6	28.6	29.2	30.2	30.6

U.S. TV Households: 74,500,000

For explanation of symbols, See page A.

DAY SUN. AUG. 26, 1979

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 19, 1979

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)			4,250 5.7				9,690 13.0								4,990 6.7	
	ABC TV			COLLEGE FOOTBALL 1979				ABC WIDE WORLD-SPORTS-SUN								ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)			2,240 3.0	2.5*		3.4*	4,620 6.2	5.1*		5.9*		7.5*			4,250 5.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10 2.2	8 *		11 *	19 4.6	16 *		18 *		23 *			15 5.8	5.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)					7,670 10.3										7,670 10.3	
	CBS TV			NFL PRE-SEASON FTBL-CBS OAKLAND VS. NEW ENGLAND				WESTCHESTER CLASSIC-SUN								CBS EVENING NEWS- DEAN	
	AVERAGE AUDIENCE (Households (000) & %)					3,800 5.1	6.0*		4.4*		4.5*		5.6*			6,630 8.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10.5*	9.9*	17 6.3	19 *		14 *		14 *		18 *			23 8.4	9.4
W E K 1	TOTAL AUDIENCE (Households (000) & %)					10,950 14.7										6,480 8.7	
	NBC TV					SPORTSWORLD										NBC NIGHTLY NEWS- SUN.	
	AVERAGE AUDIENCE (Households (000) & %)					6,110 8.2	6.5*		8.4*		9.7*					5,440 7.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 6.3	20 *		27 *		30 *					19 7.3	7.4

W E K 2	TOTAL AUDIENCE (Households (000) & %)	10,500 14.1								9,610 12.9						5,070 6.8	
	ABC TV	WORLD CUP TRACK-FIELD-SUN (3:00-5:07PM)(-OP)				ABC WIDE WORLD-SPORTS-SUN (5:07-6:00PM)								ABC WRLD NEWS TONIGHT-SUN			
	AVERAGE AUDIENCE (Households (000) & %)	4,990 6.7	5.0*		6.0*		7.7*		7.9*	6,110 8.2	7.9*		8.5*		4,100 5.5		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	22 4.6	17 *		20 *		25 *		25 *	25 7.9	24 *		26 *		15 5.5		5.5
W E K 2	TOTAL AUDIENCE (Households (000) & %)	7,300 9.8						6,480 8.7							6,560 8.8		
	CBS TV	PASSPORT TO PASADENA				ATP PRO TENNIS CHAMP.								CBS EVENING NEWS- DEAN			
	AVERAGE AUDIENCE (Households (000) & %)	4,840 6.5	6.1*		7.0*		3.5*		3.0*	2,530 3.4	3.2*		3.6*		5,070 6.8		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	22 5.8	21 *		24 *		12 *		9 *	11 4.0	10 *		11 *		18 6.2		7.4
W E K 2	TOTAL AUDIENCE (Households (000) & %)			2,910 3.9				9,610 12.9							5,140 6.9		
	NBC TV			PGA SPECIAL				SPORTSWORLD								NBC NIGHTLY NEWS- SUN	
	AVERAGE AUDIENCE (Households (000) & %)			2,310 3.1				4,840 6.5	5.9*		7.1*		6.4*		4,170 5.6		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			10 3.1				20 5.3	19 *		22 *		19 *		15 5.4		5.7
TV HOUSEHOLDS USING TV		WK. 1	29.4	29.4	30.5	31.2	32.0	32.6	31.9	31.4	32.3	33.2	32.9	34.2	36.5	38.6	39.4
(See Def. 1)		WK. 2	29.6	30.1	30.4	30.2	30.8	32.0	32.4	32.7	32.8	33.0	33.1	34.3	35.9	37.1	39.3

U.S. TV Households: 74,500,000

For explanation of symbols, See page A

DAY SUN. AUG. 26, 1979

OTHER PROGRAMS

[illegible]

EVENING SATURDAY																
ABC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	9,980	13.4	9,980	13.4	27	13.4		11,850	15.9	11,850	15.9	33	15.9
ABC NFL PRE-SEASON FTBL-ABC(S)	1	9.00-11.52PM	-GRID	18,770	25.2	9,540	12.8	26								
			11.00						13.6							
			11.15				13.7*	29*	13.9							
			11.30						14.2							
			11.45				14.1*	32*	13.9							
ABC ABC WEEKEND REPORT-SAT.	2	11.00-11.15PM	11.00								5,290	7.1	5,070	6.8	14	6.8
ABC NFL PRE-SEASON FTBL FILL(SUS)	1	11.52-11.58PM	11.45													
ABC ABC WEEKEND REPORT-SAT.	1	12.00-12.15AM	12.00	2,910	3.9	2,830	3.8	11	3.8							
CBS NEWSBREAK-SAT.	2	8.58- 8.59PM	8.45								6,260	8.4	6,260	8.4	18	8.4
	1	9.07- 9.08PM	9.00	8,790	11.8	8,790	11.8	24	11.8							
CBS FEATURETTE-SAT(SUS)	1	10.53-11.00PM	10.45													
NBC NBC NEWS UPDATE-SAT.	2	8.57- 8.58PM	8.45								10,210	13.7	10,210	13.7	29	13.7
NBC NFL PRE-SEASON FTBL-NBC(S)	2	9.00-12.09AM	-GRID								22,280	29.9	10,130	13.6	28	
			11.00													15.1
			11.15											14.8*	29*	14.6
			11.30													16.5
			11.45											16.3*	37*	16.1
			12.00													16.2
NBC NBC NEWS UPDATE-SAT.	1	9.22- 9.23PM	9.15	12,070	16.2	12,070	16.2	31	16.2							
NBC SATURDAY NIGHT	1	11.30-12.48AM	11.30	14,380	19.3	9,240	12.4	36	12.5							
			11.45				12.6*	32*	12.8							
			12.00						13.1							
			12.15				12.6*	38*	12.2							
CONT'D																

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE	HOUSEHOLDS	SHARE		
				(000)	%	(000)	%	%	%	(000)	%	(000)	%	(000)	%	%	%
EVENING SATURDAY-CONT'D																	
NBC SATURDAY NIGHT-CONT'D	2	12.39- 1.55AM	12.30						11.6		9,980	13.4	5,960	8.0	34	10.2	
			12.45						11.0					10.0*	34*	9.9	
			1.00													8.6	
			1.15											8.0*	34*	7.5	
			1.30													6.7	
			1.45											6.4*	34*	6.0	
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.		8.58- 8.59PM	8.45	11,550	15.5	11,550	15.5	29	15.5		11,100	14.9	11,100	14.9	27	14.9	
CBS NEWSBREAK-SUN.		8.58- 8.59PM	8.45	11,850	15.9	11,850	15.9	30	15.9		12,590	16.9	12,590	16.9	30	16.9	
NBC NBC NEWS UPDATE-SUN.	1	9.03- 9.04PM	9.00	9,760	13.1	9,760	13.1	23	13.1								
	2	9.01- 9.02PM	9.00								11,320	15.2	11,320	15.2	26	15.2	
NBC NBC LATE NIGHT MOVIE	1	11.30- 1.32AM	*GRID	5,810	7.8	3,500	4.7	22									
	2	11.30- 1.35AM	*GRID								5,440	7.3	2,910	3.9	18		
			12.45				4.6*	25*	4.7					3.8*	21*	3.7	
			1.00						4.7							3.7	
			1.15				4.7*	33*	4.7					3.7*	24*	3.7	
			1.30						4.5							3.0	

EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F		>	8.45	13,190	17.7	13,190	17.7	32	11.3	TU-F	11,250	15.1	11,250	15.1	27	6.8	M-F
			9.45						19.9	TU-TH						19.8	TU-TH
			10.15													9.5	MON.
ABC AMB. YOUNG'S RESIGNATION(SUS)	1	11.30-11.58PM	11.30							WED.						7.4	TUE.
ABC LOW MOAN SPECTACULAR(S)	2	11.30-12.38AM	11.30								7,670	10.3	4,400	5.9	22	6.1	TUE.
			11.45												6.8*	22*	6.0
			12.00												5.5*	22*	5.0
			12.15														4.3
			12.30														4.7
ABC POLICE STORY-MON.	2	11.30-12.41AM	11.30								5,070	6.8	3,130	4.2	16	4.7	MON.
			11.45												4.6*	15*	4.5
			12.00													4.1	MON.
			12.15												3.9*	16*	3.7
			12.30													3.9	MON.
ABC POLICE WOMAN	2	11.30-12.36AM	11.30								7,000	9.4	4,990	6.7	25	6.9	WED.
			11.45												6.8*	23*	6.7
			12.00													6.7	WED.
			12.15												6.8*	28*	6.8
			12.30													5.8	WED.
ABC SOAP	1	11.30-12.34AM	11.30	7,820	10.5	5,360	7.2	23	7.4	FRI.	6,930	9.3	4,770	6.4	20	6.4	FRI.
	2	11.30-12.33AM	11.30												6.4*	18*	6.4
			11.45				7.4*	22*	7.3	FRI.						6.6	FRI.
			12.00						7.0	FRI.						6.6	FRI.
			12.15				7.2*	24*	7.3	FRI.					6.6*	22*	6.6
			12.30						6.3	FRI.						5.7	FRI.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																			
ABC STARKY AND HUTCH-11:30	1	11.30-12.37AM	11.30	6,630	8.9	4,400	5.9	20	5.4	THU.	7,900	10.6	5,740	7.7	27	7.5	THU.		
	2	11.30-12.36AM	11.30																
			11.45																
			12.00																
			12.15																
		12.30																	
ABC TUESDAY MOVIE OF THE WEEK	1	11.30-12.41AM	11.30	8,120	10.9	5,140	6.9	24	8.2	TUE.									
			11.45																
			12.00																
			12.15																
			12.30																
ABC POLICE STORY-MON.	1	11.52- 1.03AM	11.45	5,890	7.9	4,020	5.4	21	5.7	MON.									
			12.00																
			12.15																
			12.30																
			12.45																
		1.00																	
ABC POLICE WOMAN	1	11.58- 1.05AM	11.45	5,220	7.0	3,950	5.3	23	5.2	WED.									
			12.00																
			12.15																
			12.30																

ABC BARETTA-THU.			12.45	4,540	6.1	3,580	4.8	26	4.8	THU.	5,140	6.9	4,400	5.9	34	6.1	THU.
	1	12.37- 1.22AM	12.30														
	2	12.36- 1.24AM	12.30														
			12.45														
			1.00														
ABC BARETTA-WED.			1.15	4,020	5.4	3,050	4.1	26	4.8	THU.	4,020	5.4	3,050	4.1	26	3.8	WED.
	2	12.36- 1.28AM	12.30														
			12.45														
			1.00														
			1.15														
ABC POLICE STORY-MON. 2			1.15	3,500	4.7	2,830	3.8	24	4.1	MON.	3,500	4.7	2,830	3.8	24	4.1	MON.
	2	12.41- 1.25AM	12.30														
			12.45														
			1.00														
			1.15														
ABC TUESDAY MOVIE OF THE WEEK			1.15	3,950	5.3	2,530	3.4	23	3.7	MON.	3,950	5.3	2,530	3.4	23	3.8	TUE.
	2	12.38- 1.43AM	12.30														
			12.45														
			1.00														
			1.15														
ABC TUESDAY MOVIE-WEEK PART 2			1.30	4,840	6.5	3,800	5.1	30	5.7	TUE.							
	1	12.41- 1.28AM	12.30														
			12.45														
			1.00														
			1.15														
ABC BARETTA-WED.			1.30	4,020	5.4	3,350	4.5	32	4.5	WED.							
	1	1.05- 1.49AM	1.00														
			1.15														
			1.30														

CONT'D

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
ABC BARETTA-WED.-CONT'D			1.45						4.1	WED.									
ABC POLICE STORY-MON. 2	1	1.03- 1.48AM	1.00	4,770	6.4	4,100	5.5	33	5.5	MON.									
			1.15				5.5*	31*	5.5	MON.									
			1.30						5.6	MON.									
			1.45						5.6	MON.									
CBS NEWSBREAK-M-F	1	8.58- 8.59PM	8.45	8,050	10.8	8,050	10.8	21	10.8	M-F									
	2	>	8.45								9,460	12.7	9,460	12.7	24	12.7			
CBS LATE MOVIE I		>	-GRID	7,820	10.5	5,290	7.1	24		M-F	8,050	10.8	5,660	7.6	27	M-F			
			12.00						6.7	MTUWF						7.5			
			12.15				6.6*	24*	6.5	MTUWF				7.4*	29*	7.3			
			12.30						6.0	MTUWF						6.7			
CBS LATE MOVIE II		>	12.00	4,250	5.7	3,500	4.7	24	6.7	M-F	4,250	5.7	3,200	4.3	24	6.1			
			12.15				6.3*	24*	6.1	THU.				5.3*	21*	4.9			
			12.30						4.9	M-F						4.9			
			12.45				5.8*	28*	4.6	M-F				4.2*	21*	4.4			
			1.00						4.1	MTUWF						4.1			
			1.15				4.1*	25*	4.0	MTUWF				4.0*	27*	3.9			
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	9,460	12.7	9,460	12.7	24	12.7	M-F	9,160	12.3	9,160	12.3	23	12.3			
NBC MIDNIGHT SPECIAL		1.00- 2.30AM	1.00	5,070	6.8	2,760	3.7	25	4.8	FRI.	5,360	7.2	2,910	3.9	27	4.6			
			1.15				4.5*	25*	4.2	FRI.				4.4*	25*	4.3			

			1.30						4.1	FRI.							4.2	FRI.	
			1.45				3.8*	26*	3.5	FRI.					4.0*	29*	3.8	FRI.	
			2.00						3.2	FRI.							3.5	FRI.	
			2.15				2.9*	25*	2.6	FRI.					3.2*	28*	3.0	FRI.	
NBC TOMORROW SHOW		>	-GRID	3,350	4.5	2,460	3.3	22		M-TH	3,050	4.1	2,160	2.9	22		M-TH		
			1.45						2.4	M-TH				2.3*	20*	2.4	M-TH		
DAY MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF- 1.58PM(SUS)		1.58- 1.59PM	1.45							M-F								M-F	
CBS CBS LATE MORNING NEWS		10.54-11.00AM	10.45	3,650	4.9	3,130	4.2	20	4.2	M-F	3,800	5.1	3,200	4.3	19	4.3	M-F		
NBC NBC NEWS UPDATE-10.58AM(SUS)		10.58-10.59AM	10.45							M-F								M-F	
NBC NBC NEWS UPDATE-11.58AM(SUS)		11.58-11.59AM	11.45							M-F								M-F	
NBC NBC NEWS UPDATE-12.58PM(SUS)		12.58-12.59PM	12.45							M-F								M-F	
DAY SATURDAY																			
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	2,090	2.8	2,010	2.7	26	2.7		2,010	2.7	1,790	2.4	20	2.4			
ABC SCHOOLHOUSE ROCK-8.57AM		8.57- 9.00AM	8.45	3,580	4.8	3,200	4.3	32	4.3		3,050	4.1	2,910	3.9	27	3.9			
ABC SCHOOLHOUSE ROCK-9.56AM		9.56- 9.59AM	9.45	4,470	6.0	4,170	5.6	26	5.6		4,100	5.5	3,950	5.3	26	5.3			
ABC SCHOOLHOUSE ROCK-11.26AM		11.26-11.29AM	11.15	4,400	5.9	4,170	5.6	24	5.6		3,800	5.1	3,500	4.7	22	4.7			
ABC SCHOOLHOUSE ROCK-12.26PM	1	12.26-12.29PM	12.15	4,470	6.0	4,250	5.7	24	5.7										
ABC WORLD CUP TRACK-FIELD-SAT(S)	2	3.00- 5.02PM	-GRID								7,750	10.4	3,350	4.5	16				
			5.00														7.1		
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,830	3.8	2,530	3.4	31	3.4		3,730	5.0	3,280	4.4	36	4.4			
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	3,280	4.4	2,910	3.9	26	3.9		3,950	5.3	3,430	4.6	29	4.6			
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,840	6.5	4,540	6.1	32	6.1		5,440	7.3	5,220	7.0	38	7.0			

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS		
				HOUSEHOLDS		HOUSEHOLDS	SHARE	HOUSEHOLDS			SHARE	HOUSEHOLDS	SHARE						
				(000)	%	(000)	%	%	(000)	%	%	(000)	%						
DAY SATURDAY-CONT'D																			
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45 10.00	6,930	9.3	6,560	8.8	40	8.8 8.8		5,890	7.9	5,740	7.7	37	7.8 7.6			
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	6,560	8.8	5,740	7.7	34	7.7		6,180	8.3	5,440	7.3	33	7.3			
CBS IN THE NEWS-11.33AM		11.33-11.36AM	11.30	4,770	6.4	4,540	6.1	26	6.1		4,540	6.1	4,400	5.9	28	5.9			
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,690	6.3	4,170	5.6	24	5.6		4,920	6.6	4,400	5.9	27	5.9			
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,320	5.8	4,020	5.4	22	5.4		4,170	5.6	3,950	5.3	24	5.3			
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,920	6.6	4,690	6.3	24	6.3		4,400	5.9	4,400	5.9	26	5.9			
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,400	5.9	4,020	5.4	20	5.4		4,170	5.6	3,800	5.1	22	5.1			
CBS IN THE NEWS-1.56PM		1.56- 1.59PM	1.45	4,320	5.8	4,020	5.4	20	5.4		3,130	4.2	2,830	3.8	17	3.8			
NBC METRIC MARVELS-10:27AM		10.27-10.29AM	10.15	3,800	5.1	3,650	4.9	21	4.9		3,430	4.6	3,280	4.4	20	4.4			
NBC METRIC MARVELS-10:57AM		10.57-10.59AM	10.45	3,800	5.1	3,800	5.1	23	5.1		3,950	5.3	3,870	5.2	23	5.2			
NBC METRIC MARVELS-11:57AM		11.57-11.59AM	11.45	4,690	6.3	4,620	6.2	27	6.2		4,990	6.7	4,770	6.4	30	6.4			
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.18PM	-GRID	4,470	6.0	3,870	5.2	21			4,020	5.4	3,730	5.0	22				
	2	2.00- 2.16PM	-GRID						5.6							5.1			
			2.15																
NBC SPORTS FILL-NBC(SUS)	1	6.23- 6.30PM	6.15																

DAY SUNDAY

ABC SCHOOLHOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,160	2.9	2,010	2.7	13	2.7		2,010	2.7	1,790	2.4	13	2.4	
ABC WORLD CUP TRACK-FIELD-SUN(S)	2	3.00- 5.07PM	-GRID 5.00								10,500	14.1	4,990	6.7	22	8.3	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15	450	.6	450	.6	9	.6		1,270	1.7	1,190	1.6	19	1.6	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	670	.9	600	.8	8	.8		750	1.0	750	1.0	9	1.0	